a shift element coupler disposed with the rotatable dial.

56. (Twice Amended) A bicycle shift control device for pulling and releasing a control cable wherein the device comprises:

a base member;

a rotatable dial coupled to the base member for rotation around a rotational axis, wherein the rotatable dial is exposed to the outside;

a finger contact projection extending from the rotatable dial in a direction of the rotational axis;

wherein the finger contact projection extends in close proximity to the rotational axis;

a motion limiting structure that limits a range of rotation of the rotatable dial relative the base member to a predefined arc, wherein the rotatable dial moves unobstructively within the predefined arc between a cable pulled position and a cable released position; and

a shift element coupler disposed with the rotatable dial.

Please add the following new claims:

61. (New) The device according to claim 34 wherein the finger contact projection extends across substantially an entire diameter of the dial.

62. (New) The device according to claim 34 wherein the finger contact projection extends through the rotational axis.

63. (New) The device according to claim 62 wherein the finger contact projection extends diametrically across substantially an entire diameter of the dial.

64. (New) The device according to claim 34 wherein the finger contact projection extends from a surface of the dial that is generally perpendicular to the rotational axis.

65. (New) The device according to claim 34 wherein the finger contact projection extends from an outer portion of the dial towards the rotational axis.

66. (New) The device according to claim 56 wherein the finger contact projection extends across substantially an entire diameter of the dial.

67. (New) The device according to claim 56 wherein the finger contact projection extends through the rotational axis.

68. (New) The device according to claim 68 wherein the finger contact projection extends diametrically across substantially an entire diameter of the dial.

69. (New) The device according to claim 56 wherein the finger contact projection extends from a surface of the dial that is generally perpendicular to the rotational axis.

70. (New) The device according to claim 56 wherein the finger contact projection extends from an outer portion of the dial towards the rotational axis.

71. (New) The device according to claim 56 wherein the rotatable dial is coupled to the base member for rotation coaxially around the rotational axis.

72. (New) A bicycle shift control device comprising:

a base member;

a rotatable dial coupled to the base member for rotation coaxially around a rotational axis, wherein the rotatable dial is exposed to the outside;

a motion limiting structure coupled to the base member and to the rotatable dial that limits a range of rotation of the rotatable dial relative the base member to a predefined arc;

a noncircular finger contact projection extending upwardly from an upper surface the rotatable dial that is generally perpendicular to the rotational axis;

wherein the finger contact projection rotates with the rotatable dial;

wherein the finger contact projection extends radially inwardly toward the rotational axis;

wherein the finger contact projection is structured to prohibit the extension of a finger between all portions of the finger contact projection and the rotatable dial; and

a shift element coupler disposed with the rotatable dial.